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# Inside Information

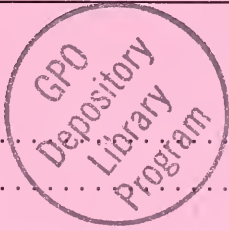
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**INSIDE INFORMATION** is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual Items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

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EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.  
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**ALABAMA COOPERATIVE EXTENSION SERVICE HAS COMMUNICATIONS SPECIALIST OPENING**

The Alabama Cooperative Extension Service at Auburn University has an opening for a communications specialist (print media) in its Information Services office.

Responsibilities include providing leadership in developing and preparing a wide variety of written news materials and special writing assignments relating to broad, long-range goals. The goals help to conceptualize and develop program curricula and learning modules for training ACES state and county staff in written communication skills and the appropriate use of news media channels.

The faculty member works in close association and consults with program leaders, Extension specialists, county staff, and other university faculty in promoting and reporting Extension programs.

The specialist investigates, recommends, implements and evaluates print media and computer technology application related to the field. He/she also evaluates and adapts new teaching methods and techniques for specific audiences and the various channels used to disseminate news.

Major responsibilities include development and writing of news, feature articles and special reports for targeted and general audiences of ACES. Other responsibilities are developing and maintaining outlets for written communications, assisting in writing and producing newsletters, special reports and tabloids, providing communications training for print news media, helping to plan and coordinate special communications and other general ACES projects, and preparing survey studies and evaluation reports.

Qualifications include a Doctorate degree with a strong academic background in journalism. Coursework in agriculture, home economics, communications, English, extension education or closely related areas is desirable. Candidates with a minimum of three years of writing experience with a newspaper or magazine, or as a college or university print media communications specialist preferred. Experience in use of 35mm or press camera also is desirable.

Salary is commensurate with training and experience.

Contact: James L. Smith, Head, Personnel and Staff Development, Alabama Cooperative Extension Service, Duncan Hall, Auburn University, AL 36849. Telephone is 205-844-5324.

Closing date is September 25 or until qualified applicant applies.

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**‘COMPLETE GUIDE TO HOME CANNING’ AVAILABLE FROM CONSUMER INFORMATION CENTER**

USDA Extension Service’s 168-page “Complete Guide to Home Canning,” is being offered for sale by the Consumer Information Center of the U.S. General Services Administration.

The full color book covers everthing you need to know to select, prepare, and safely can fruits, vegetables and tomatoes, poultry, red meats and seafoods, jellies and jams, and fermented and pickled foods.

The seven-chapter book has more than 100 recipes and detailed instructions for both boiling water and pressure canning methods. It also contains color illustrations of various procedures used in canning.

To order a copy send your name, address, and \$11.00 to the Consumer Information Center, Department 168V, Pueblo, CO 81009.

When you send for your copy, you will also receive a free copy of the Consumer Information Catalog. Published quarterly by the Consumer Information Center, the catalog lists about 200 other free and moderately priced federal booklets on a wide variety of subjects.

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**USDA-OI’S DESIGN DIVISION HAS AN OPENING FOR A VISUAL INFORMATION SPECIALIST**

The Design Division of USDA’s Office of Information has an opening for a GS-1084-5/7 visual information specialist, with promotion potential to a GS-12.

Duties include the planning and carrying out of the design, lay out, and illustration of visual material for a variety of publications and exhibits.

Candidates must have 3 years of general experience equivalent to the GS-4 level, or have a bachelor’s degree in illustrative design, commercial art, fine arts, industrial design, architecture, drafting, interior design, visual communication, or other fields related to this position.

Contact Laura Farrior, USDA, Office of Personnel, Room 27-W, Washington, DC 20250. Telephone is 202-447-5833. Refer to Announcement No. OGPA-89-15R.

Closing date is September 20.

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**USDA-FS HAS OPENING FOR AN ASSISTANT PUBLIC AFFAIRS DIRECTOR IN WASHINGTON, DC**

USDA's Forest Service has an opening for an assistant director, GM-14 supervisory public affairs specialist in its Washington, D.C. Public Affairs Office.

Duties include planning, organizing, and directing the national and international information programs dealing with all aspects of forestry and natural resource-related programs of the Forest Service.

For a copy of the vacancy announcement, WO-231-89U, contact the FS personnel office at 703-235-2730 (FTS 235-2730).

For more information about the position, call Gordon Meyer (202-447-2061) or Susan Hess (202-447-3760). Closing date is September 28.

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**USDA'S FSIS HAS AN OPENING FOR A SUPERVISORY PUBLIC AFFAIRS SPECIALIST**

USDA's Food Safety and Inspection Service has an opening for GM-1035-14 supervisory public affairs specialist in its Information Office.

Duties include advising and assisting the director in planning, designing, and executing a broad based program to inform the general and specialized publics about the organization's services, activities, and programs.

Specific duties include planning, preparing, and issuing current information through printed media; evaluating current information techniques and procedures and determining the most cost-effective methods for the completion of all projects and assignments; advising top management on modification of strategies to more effectively communicate the intent of agency programs and functions; establishing and maintaining contacts with national representatives of press, radio, television, and other media; and providing continuing technical and administrative supervision to subordinate supervisors.

Requirements include 1 year of specialized experience at least equivalent to the next lower grade level.

For more information, contact Rhonda Carr (202-447-6617), USDA, FSIS, Personnel Division, Room 3161-S, Washington, DC 20250.

Refer to Announcement No. FSIS-89-162.

Closing date is September 18.

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**REVISED LEAFLET ON SMALL-SCALE AGRICULTURE AVAILABLE FROM USDA'S CSRS-OSSA**

The Office for Small-Scale Agriculture (OSSA) of USDA's Cooperative State Research Service has revised a leaflet describing its beginning, activities, and initiatives.

The leaflet mentions the OSSA memorandum, which now has a mailing list of 5,000 plus, and the 10 fact-sheets that were prepared by George Holcomb of Special Programs Division, USDA's Office of Information. The factsheets are available in many Cooperative Extension System county offices and also by electronic mail.

Also listed in the leaflet is a 9-minute video available from USDA's Photography Division, Room 4404-S, Washington, DC 20250-1300, for \$10.

OSSA is assaying ongoing USDA research and extension endeavors to provide a new financial and human resource account for measuring USDA/State commitment to small-scale agriculture. Completion of the project is expected in 1990.

Copies of the revised leaflet are available from Howard W. "Bud" Kerr, USDA, CSRS, OSSA, Aerospace Building, Room 342, Washington, DC 20250-2200. Telephone is 202-447-3640.

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**USDA BROADCASTING EXHIBIT AT RADIO-TV NEWS DIRECTORS MEETING IN KANSAS CITY**

"USDA Touches Your Life," a new exhibit featuring USDA broadcasting services, will debut at the Radio & Television News Directors' Association meeting, Sept. 13-16, in Kansas City, Missouri.

"This will be the first time USDA has used an exhibit booth to tell this important audience about USDA broadcasting services," said USDA Radio-TV Chief Vic Powell.

The exhibit has a backdrop which features a photograph of President George Bush and Secretary of Agriculture Clayton Yeutter made during their historic broadcast from USDA's radio studio earlier this year.

Powell said the exhibit backdrop, promotional pins, rolodex cards and a broadcasting directory were



funded by ten USDA agencies— ES, ARS, SCS, ASCS, APHIS, CSRS, FS, FmHA, FNS and ERS. Some of those agencies will have representatives at the exhibit in Kansas City.

In addition, USDA will demonstrate its centralized computerized information delivery service (known formerly as the electronic dissemination of information service). Marci Hilt, media liaison for Radio & TV Division, coordinates the exhibit.

Along with Hilt, Radio & TV Division's Brenda Curtis and Lynn Wyvill will accompany Powell to Kansas City for the RTNDA meeting.

Powell said the exhibit backdrop will again be used later this year in Kansas City at the National Association of Farm Broadcasters national meeting. After that it will return to Washington, where it will be available for use by participating agencies.

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## **OKLAHOMA STATE U. EXTENDS TWO AG COMMUNICATIONS OPENINGS FOR TV PRODUCERS**

Oklahoma State University, in Stillwater, has extended two openings in ag communications until September 30, or until a suitable candidate is selected.

The first position is for a senior television producer/director of Agricultural Communications. The other position is for a television producer/MJdirector of Agricultural Communications. (See: "INSIDE INFORMATION," July 1989 and August 1989):

To apply, send resume, audition tape or videotape samples of recent work, and three reference letters to: Kevin Hayes, Head, Department of Agricultural Communications, Oklahoma State University, Stillwater, OK 74078. Telephone is 405-744-4081.

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## **CABLE NEWS NETWORK CORRESPONDENT ADDRESSES AGRICULTURAL COMMUNICATORS LUNCHEON**

John Holliman, a correspondent for Cable News Network (CNN), recently addressed agricultural communicators at an ACE (Agricultural Communicators in Education) D.C. Region luncheon.

Holliman spent a month in China immediately following the demonstrations in Tiananmen Square in Beijing, and shared some of his experiences with ACE. He also ran some CNN video spots made in Hong Kong and Beijing.

After the incidents in Tiananman Square and the crack-down by the Chinese government, reporters could not get visas to enter China, so Holliman and his crew (a camera man, sound man, and college student who acted as an interpreter) got tourist visas.

In Beijing, under martial law, TV cameras were banned. Holliman said his crew used small hand-held TV cameras, "good for backyard barbecues, but not quite network quality. But when the choice was no pictures or poor pictures, the handi-cams worked just fine." To give their reports a professional look, the crew would run outside their bureau, shoot "end pieces" (commentary to close the segment) and then run back inside before any officials showed up.

Holliman said the most disturbing part of his trip was the way the government manipulated public thought. When he first arrived in Beijing, he heard firsthand witnesses say that at least 1,000 people had been killed and 5,000 others injured.

The government used the media, mostly television, to show that practically nothing had happened in the square— that fatalities were minimal and injuries were few.

"People who had witnessed the carnage refuted their own experience and agreed with government statements," Holliman said. "When asked about their earlier statements, they said they were wrong. It was unbelievable." Holliman's talk gave ag communicators a serious message about a journalist at work, but also included a lot of amusing material on the pitfalls of the profession.

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## **NEW REPORT ON ALTERNATIVE AGRICULTURE RELEASED BY NATIONAL RESEARCH COUNCIL**

The National Research Council (NRC) has released a new 448-page report, 'Alternative Agriculture,' designed to help accelerate the achievement of goals by defining the challenge, presenting the case studies of the successful application of alternative agriculture practices, and recommending a course of action.

In the report, the 17-member NRC committee said the federal government should revise its policy to encourage alternative farming techniques that use fewer chemicals and show greater sensitivity to the environment.

Alternative agriculture requires more knowledge and better management skills than conventional farming.

The committee recommended a new \$40 million competitive grants program to be administered by USDA to study alternative methods, and urged that future research emphasize “farming systems” and a multidisciplinary approach to solving agricultural problems. The committee was chaired by John Pesek, head of the Department of Agronomy at Iowa State University.

Copies of the report are available for \$19.95 (paperback) or \$29.95 (hardbound), prepaid, from the National Academy Press, 2001 Wisconsin Ave., N.W., Harris Building, Rm. 384, Washington, DC 20418. Telephone 202-334-3313.

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## **‘PIG’ ABDUCTION CONFOUNDS RADIO AND TV NEWS DIRECTORS ASSOCIATION EXHIBITOR**

“Tom, Tom, the Pipers son, stole a pig and away he run.” So goes the nursery rhyme, and Tom could very well be the only suspect in an unsolved “kidnapping.” Federal officials may not classify the Radio and Television News Directors Association (RTNDA) conference a high risk assignment in the same vein as Beirut or San Salvador, but there’s always the threat of danger when you’re a U.S. Government agent.

Just ask Orson, from the U.S. Department of Agriculture compound, booth 619—if you can find him.

That’s precisely what USDA exhibitors were trying to do recently, with no luck at all. They fear Orson, a stuffed pig being touted as a giveaway for the agency’s September 16 demonstration on DNA fingerprinting at the booth, was abducted.

“We’re offering a reward for the return of Orson,” said Marcella M. Hilt, media liaison with the Radio & TV Division of USDA’s Office of Information and director of the USDA exhibit. The statement reflected the apparent gravity of the situation, especially in light of U.S. Government policy regarding ransom or negotiation with “kidnappers.” USDA exhibitors, however, went ahead with a giveaway. In the absence of Orson— a donation from Rutgers University— the prize will be a battery operated pig that “walks, stops, and wiggles its nose. It’s a real show-stopper,” Hilt said.

Orson, incidently, has yet to be found. And the piper’s son, Tom, is probably as good a suspect as anyone.

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## **COOPERATIVE EXTENSION SERVICE AT FOUR UNIVERSITIES PREPARE PESTICIDES HANDBOOK**

USDA has announced the publication of EXTOXNET (Extension Toxicology Network), a compendium of fact sheets written to provide farmers and other pesticide users with a single source of basic information on the 100 most commonly used pesticides in the United States.

EXTOXNET was designed to enable farmers and homeowners who use pesticides to have access to information on them readily available in one place. Reference copies of EXTOXNET will be available at every land grant university by Oct. 1, and at offices of county extension agents at a later date as copies become available.

This type of material has not been available before in a format as convenient and easy to understand.

EXTOXNET was prepared by Cooperative Extension Service offices of Cornell University, the University of California, Michigan State University, and Oregon State University. Funding for the project was provided by the four universities, the Environmental Protection Agency and the USDA’s Extension Service.

The looseleaf publication is divided into two sections of fact sheets: MJPesticide Information Profiles (which focus on the health and environmental effects of specific pesticides) and Toxicology Information Briefs (which describe issues related to pesticides such as carcinogenicity, ecological effects, and epidemiology). The looseleaf format will make the publication easy to update.

For information on purchasing copies of EXTOXNET either in paper or magnetic disk format, contact Carol Doolittle, Distribution Center, Building 8, Research Park, Cornell Univ., Ithaca, NY 14853. Telephone 607-255-7660.

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## **UNIV. OF WISCONSIN SEEKS PUBLICATIONS EDITOR FOR DEPARTMENT OF AG JOURNALISM**

The University of Wisconsin-Madison has an opening for a publications editor in its Department of Agricultural Journalism.

Qualifications include an M.S. degree in agricultural journalism or equivalent and at least one year of technical publication editing experience.

Duties include editing research and extension publications concerning agriculture, natural resources and family living; and tracking publications through skills in photography, publications evaluation, and training.

Send letter of application, resume, and references to Lloyd Bostian, 440 Henry Mall, Madison, WI 53706. Telephone 608-262-1196.

Closing date is November 15.

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## **CORNELL UNIVERSITY PRODUCES AWARD-WINNING VIDEOTAPE ON MILKING PROCEDURES**

When a university produces a videotape that wins first prize at a national professional conference, sells 265 copies, is included in the USDA/Extension Service satellite broadcast, and is considered by farmers to be "very well organized, clear, complete, and relevant to their work," it is time to recommend it.

Overall, 87% of the dairy farmers who were part of a follow-up evaluation changed one or more milking practices discussed in the video within about three months after taking part in the program. All of these farmers attributed some changes to the influence of the videotape.

The 26-minute video, produced by the New York College of Agriculture and Life Sciences at Cornell University, points up that milking is the most important job on a dairy farm. The pay-off on all other dairy farm operations is affected by how well milking is performed to harvest the milk crop.

The program is being used in the college classroom and on the dairy farm and Cornell Cooperative Extension agents are using "Proper Milking Procedures" in their educational programs.

For further information on "Proper Milking Procedures," videotape and accompanying printed information, contact: AV Librarian, Cornell University, 8 Research Park, Ithaca, NY 14850. Telephone is 607-255-7660.

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## **NORTH CAROLINA STATE UNIVERSITY HAS OPENING FOR AN EXTENSION VIDEO SPECIALIST**

The Department of Agricultural Communications at North Carolina State University, Raleigh, has an opening for an extension specialist in video education/production.

This is a 12-month EPA position non-tenure track with the North Carolina Agricultural Extension Service and the North Carolina Agricultural Research Service in the College of Agriculture and Life Sciences at NC State University.

The individual selected will function as a member of the ag communications video production team, which is responsible for the production of a wide variety of video products that include educational videotapes for clientele, training videotapes for faculty, and video news releases for research and extension.

This position will be involved in pre-production planning and script writing, production work (camera/audio) in the field and in a studio-type setting, post-production editing and distribution, and in facilitating training of faculty in video production methods and use.

Qualifications include a Master's Degree and five years experience in television, communication or related field with strong emphasis in videotape production. The position requires a person who has strong writing skills, is experienced in the use of video tools for educational purposes, and has the ability to relate to a wide variety of professionals including campus-based and field faculty and the general public.

Salary is commensurate with professional qualifications and experience.

To apply, send resume, videotape samples of recent work, and three references to: Jerry Rodgers, Extension Specialist-Media Education and Search Committee Chairman, Department of Agricultural Communications, Box 7603, North Carolina State University, Raleigh, NC 27695. Telephone is 919-737-7055.

Closing date is November 30, or until a suitable candidate is found.

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## **PENN STATE PUBLICATION EARNS BLUE RIBBON FROM AMERICAN SOCIETY OF AG ENGINEERS**

Mary C. Saylor, associate professor of extension education at Pennsylvania State University, earned a blue ribbon award in the 1989 Educational Aids Competition of the American Society of Agricultural Engineers. The competition took place at the ASAE international summer meeting in Quebec.

Saylor's entry, "Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises," was co-produced with a team of extension educators from Cornell University. It was selected for the award from among 132 other entries. The guide was written for families and individuals interested in developing new farm-based enterprises, especially those considered non-traditional or entrepreneurial.

The topics are presented in a workbook and case-study format that allows the user to analyze a specific idea for an enterprise and make the best decisions in starting a new business. A 14-minute video is available with the guide.

For more information, contact Saylor at 814-865-5406.

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## **PENN STATE STUDENT RECEIVES AWARD FROM GARDEN WRITER'S ASSOCIATION OF AMERICA**

Lauren B. Springer, a Pennsylvania State University graduate student in horticulture, received the first place student writing award from the 1,100-member Garden Writer's Association of America.

The award, which includes a \$600 cash prize, is intended as an aid to further a student's horticultural journalism skills.

Among the eight finalists, Springer was the unanimous choice of the judges according to Keith Muraoka, garden editor for the SANTA CRUZ SENTINEL and chairman of the committee that made the final selection. The objective of the judges is to recognize and encourage students who write about gardening in a way that is clear and not too technical. The judges agreed that Lauren's articles did that extremely well.

The award was presented to Springer for three articles published in 1988.

For further information, contact Springer at 303-686-9117.

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## **NATIONAL RESEARCH COUNCIL NEEDS A MEDIA RELATIONS ASSOCIATE/SCIENCE WRITER**

The National Research Council (NRC) Office of News and Public Information, which also serves as the public affairs office for the National Academy of Sciences, the National Academy of Engineering, and the Institute of Medicine, is seeking a media relations associate/science writer.

Duties include responding to media inquiries and drafting news releases, magazine feature articles, and other materials.

Applicants must have demonstrated the ability to translate scientific and technical subjects into lay language.

Reports issued by the NRC complex cover a broad range of topics, including nutrition, social sciences, engineering, agriculture, transportation, medicine, education, space science, and many others.

Qualifications include a BA or its equivalent in journalism or a related field and a minimum of three years experience related to institutional public affairs or journalism.

The starting salary for the position ranges from the high 20's to the low 30's, depending upon experience.

Send a resume and three news and/or feature writing samples to: Office of News and Public Information, Media Associate NAS 171, National Research Council, 2101 Constitution Ave., N.W., Washington, DC 20418.

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## CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

### October 12-13:

PRACTICAL CONFERENCE ON COMMUNICATION

Garden Plaza Hotel, Oak Ridge, Tennessee

Contact: Society for Technical Communication, P.O. Box 1314, Oak Ridge, TN 37831-1314

### October 22-24:

AMERICAN AGRICULTURAL EDITORS' ASSN. ANNUAL MEETING AND COMMUNICATIONS CLINIC

Milwaukee, Wisconsin

Contact: AAEA, 202-785-6710

### October 22-25:

COMMUNICATION OFFICERS OF STATE DEPTS. OF AGRICULTURE ANNUAL MEETING AND WORKSHOPS

Bally's Park Place Hotel, Atlantic City, New Jersey

Contact: Carol Shipp, Pub. Inf. Officer, NJ Dept. of Ag, 609-292-8896

### October 24-25:

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION 'PUBLISHING AN EFFECTIVE NEWS-LETTER' WORKSHOP

Georgetown University Conference Center, Washington, DC

Contact: Molly Ford, CASE, 202-328-5941

### November 9-12:

NATIONAL ASSOCIATION OF FARM BROADCASTERS ANNUAL MEETING

Kansas City, Missouri

Contact: 612-224-0508

### November 26-28:

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION CONFERENCE ON 'PROMOTING YOUR CAMPUS VIA RADIO, TV, AND VIDEO'

University Executive Conference Center/Hotel, Indianapolis, Indiana

Contact: Molly Ford, CASE, 202-328-5941

### December 6-8:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE

Rosslyn Westpark Hotel, Arlington, Virginia

Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

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